

**HBR'S  
10  
MUST  
READS**

# On Innovation

**HARVARD BUSINESS REVIEW PRESS**  
Boston, Massachusetts

# Contents

- The Innovation Catalysts 1  
*by Roger L. Martin*
- Stop the Innovation Wars 11  
*by Vijay Govindarajan and Chris Trimble*
- How GE Is Disrupting Itself 27  
*by Jeffrey R. Immelt, Vijay Govindarajan, and Chris Trimble*
- The Customer-Centered Innovation Map 43  
*by Lance A. Bettencourt and Anthony W. Ulwick*
- Is It Real? Can We Win? Is It Worth Doing? 59  
*by George S. Day*
- Six Myths of Product Development 83  
*by Stefan Thomke and Donald Reinertsen*
- Innovation: The Classic Traps 101  
*by Rosabeth Moss Kanter*
- Discovery-Driven Planning 125  
*by Rita Gunther McGrath and Ian C. MacMillan*
- The Discipline of Innovation 143  
*by Peter F. Drucker*
- Innovation Killers 157  
*by Clayton M. Christensen, Stephen P. Kaufman, and Willy C. Shih*
- About the Contributors* 173
- Index* 175